

Message Text

UNCLASSIFIED

PAGE 01 CAIRO 13725 181338Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----082463 181943Z /44

R 181037Z AUG 77
FM AMEMBASSY CAIRO
TO USDOC WASHDC
INFO AMEMBASSY ATHENS
SECSTATE WASHDC 8446

UNCLAS CAIRO 13725

ATHENS FOR RTDO

E.O. 11652: N/A
TAGS: BEXP, EG
SUBJ: 1978 CAIRO FAIR

REF: A) STATE 194462, B) CAIRO 5674

1. APPRECIATE REFTEL (A) REPLY ON CAIRO FAIR MATTERS.
FOLLOWING ARE POST COMMENTS.

2. WHILE THEMATIC IDEA MAY BE DESIRABLE IN GIVING FOCUS TO
FAIR PARTICIPATION, WE BELIEVE THAT INITIALLY, RECRUITMENT
NET SHOULD BE THROWN AS WIDELY AS POSSIBLE. CONCENTRATION ON
AND PUBLICITY FOR THEMATIC PRESENTATION SHOULD, IN OUR VIEW,
BE RESERVED UNTIL WE HAVE BETTER IDEA OF COMPOSITION OF
EXHIBITING FIRMS AS RESULT OF RECRUITMENT CAMPAIGN.

3. WITH RESPECT TO PROPOSAL THAT OUTSIDE EXHIBITORS BE
REQUIRED TAKE INSIDE BOOTH, CONDITION CAN BE POSED, BUT IT
REMAINS BE SEEN WHETHER SPACE CAN BE SOLD ON THAT BASIS.
BELIEVE IN ANY EVENT THAT "CONFUSION" OF SORT NOTED PARA 3
REFTEL (A) WILL BE MINIMIZED BY FACT THAT OUTDOOR SPACE
THIS YEAR WILL BE ADJACENT TO PAVILION.

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4. RE NUMBERS OF PARTICIPANTS, WE ARE SOMEWHAT CONCERNED
THAT 40 PARTICIPANTS (ALMOST DOUBLE LAST YEAR'S NUMBER) MIGHT
BE TOO AMBITIOUS A GOAL. REF B INDICATES CAUTION EMBASSY
PREVIOUSLY VOICED ON THIS POINT. PROBLEM IS NOT ONLY ONE OF
RECRUITMENT, BUT OF MANAGING THAT NUMBER OF PARTICIPANTS AND
HANDLING THEIR DISPLAY MATERIALS AS FAIR GETS UNDERWAY.
SEVERAL FIRMS WHICH PARTICIPATED IN 1977 FAIR HAVE INDICATED

THAT IN 1978 THEY WILL EITHER NOT PARTICIPATE OR WILL SUBSTANTIALY REDUCE SCOPE OF PARTICIPATION. REASONS GIVEN INCLUDE PROBLEMS WITH CLEARING AND REMOVING EQUIPMENT ONCE IT IS SOLD, COMPANY POLICY OF NOT PARTICIPATING IN SINGLE FAIR MORE THAN TWO YEARS IN SUCCESSION, AND INTENTION TO USE OTHER PROMOTIONAL VEHICLES FOLLOWING FIRM'S INITIAL INTRODUCTION TO EGYPTIAN MARKET. IF RESULTS OF RECRUITMENT CAMPAIGN DO NOT APPEAR SUFFICIENTLY PROMISING, WE COULD CONSIDER REDUCING US PAVILION TO SAME SIZE AS LAST YEAR BY ATTEMPTING RETURN ADDITIONAL SECTION OF BUILDING NO. 7 TO FAIR AUTHORITIES. RTDO'S COMMENTS ON RECRUITMENT POSSIBILITIES FROM ATHENS ARE INVITED.

5. COPY OF LETTER REFERRED TO PARA 2 REF A BEING POUCHED ATHENS/RTDO. EMBASSY IS PREPARING UPDATED FACT SHEET FOR EARLY TRANSMISSION TO USDOC AND RTDO.
EILTS

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Sent Date: 18-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Format: TEL
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